



TITLE: Program Manager, Santa Cruz SEEDS

REPORTS TO: Maria Cadenas, Executive Director

LOCATION: Various including remote work

CLASSIFICATION: Full Time, 40 hours per week

PAY: \$65K-\$75K annual salary, based on experience

Please send resume and cover letter to: info@sccvonline.org

About SCCV

Since 1989, SCCV has been on a mission to build a compassionate and equitable local economy that contributes to the communities' wellbeing. SCCV helps people understand and use their economic power to create thriving communities, where zip code, gender, race, or age do not dictate income or wealth. SCCV provides support to low-to moderate-income Monterey Bay area families with all aspects of money— understanding it, managing it, and saving it.

We work in ways that:

- are family centered and culturally appropriate;
- remove system level barriers to economic equity;
- provide leadership development and financial education for children and youth;
- develop new financial and asset building vehicles; and
- lift up and leverage the great work already being done

SCCV focuses on serving rural, predominantly Latino, low-income communities with high rates of unbanked/ underbanked populations. Our geographic reach encompasses Santa Cruz County and Monterey County, with the intent to expand into San Benito and San Luis Obispo County in the next five years. SCCV is Latina led and all current staff are bilingual (Spanish/English), bicultural people of color.

Job Description

The Program Manager will work with the Executive Director to advance and promote Santa Cruz Community Ventures' (SCCV) work to build a compassionate and equitable local economy that contributes to the communities' well-being. The Program Manager is a key member of a fast-paced and team-focused office environment. SCCV programs include:

- **Futuro (New)** - aims to create an income and wealth building vehicle for rural, low-income Latino, immigrant workers. The project will promote democratic business organizational structures, including the use of cooperatives, to accelerate income generation, provide access to markets, and support equitable business development.
- **Santa Cruz SEEDS/Semillitas** – provides a children's savings account to all Santa Cruz County newborns and pairs this with parent education and outreach.
- **UndocuFund Monterey Bay** – provide emergency cash relief to undocumented workers impacted by COVID and fires.

- **Familias con Más** – provide financial capability workshops and coaching to help families gain financial skills, stability, and civic engagement.

The Program Manager works closely with the Executive Director to manage financial capability and asset building programs. The position will also take a lead role in execution and leadership of [Santa Cruz SEEDS](#), a children’s savings account program serving Santa Cruz County.

The Program Manager plans, organizes, and administers programs and projects related to Santa Cruz SEEDS, including Familias con Más curriculum. Responsibilities include research, reporting, communication, education, and outreach, social media and data entry. The position interfaces frequently with the public, as well as other organizations including educational institutions and nonprofit organizations. The Program Manager will be responsible for monitoring effectiveness and outcomes.

The Program Manager will oversee family outreach and administer administrative agreements with external stakeholders. The position requires the ability to support programs and projects with a diverse array of stakeholder groups, internal staff, and children, youth, and families.

At least one year of program management experience required. Evening and weekend hours are expected.

SCCV staff must be able to work independently and under minimum supervision and act on own initiative. The ability to communicate and coordinate effectively and support activity will be critical. This job description is intended to describe the general nature of the work performed by employees in this job. It is not an exhaustive list of all the job's responsibilities. At SCCV, all jobs include broad responsibilities for continually improving the processes we use.

Regular Duties

- Project manage and lead the alignment, implementation, evaluation, and marketing of financial capability programs
- Coordinate activities of support staff, consultants, and/or volunteers engaged in implementation and administration of program objectives
- Coordinate content development, management, design, and distribution of communication efforts, including social media, videos, and photographs
- Collect and analyze data, prepare scheduled and special reports, maintain program/project records and statistical information
- May supervise and train lower-level staff, student employees, volunteers, and/or interns, as appropriate
- Field phone calls and emails from the community regarding programs and volunteer opportunities
- Other reasonable duties as assigned by the Executive Director

Physical Demands and Work Environment

The employee is frequently required to drive, walk, and climb stairs. The employee must occasionally lift and/or move up to 20 pounds. The employee must have the ability to drive a personal vehicle, as needed. The work environment is primarily within an indoor office environment or comparable space, with occasional exposure to outdoor weather when traveling to program sites.

Qualifications

- Bilingual (English/Spanish) required; bi-literate and bi-cultural strongly preferred
- Knowledge of equity frameworks, specifically racial equity required
- Experience in financial capability and asset building strongly preferred
- Proven skills and experience in aiding community members and community-based organizations highly desired
- Detail-oriented with excellent written and verbal communication skills
- Ability to build strong working relationships with diverse community leaders, institutional partners, peers and colleagues – including top management
- Experience in community engagement and outreach
- Experience in marketing, media, and communications, including social media
- Experience with program development, implementation, evaluation or project management
- Strong planning, administrative, and organizational skills
- Ability thrive in a fast-paced environment
- Ability to work independently and within a team structure, take initiative and solve problems
- Strong facilitation and training skills – including effective presentation style
- A sense of humor, strong interpersonal skills and flexible working style
- High level of professionalism and business acumen
- Strong computer skills including proficiency in Microsoft Office (Outlook, Excel, and PowerPoint) as well as other data management systems and reporting tools
- Valid California driver's license
- Must be sensitive to cultural diversity and the needs of low to moderate income families